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**FROMMER LAWRENCE & HAUG LLP**

**AUG 10 2006**

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**FACSIMILE COVER LETTER**

**To:** Commissioner for Patents  
Examiner Krisciunas, Linda Mary

**Firm:** U.S. Patent and Trademark Office  
Art Unit 3623

**Facsimile:** (571) 273-8300

**From:** Thomas F. Presson

**Date:** August 10, 2006

**Re:** FLH Ref No.: 450100-03087  
Serial No: 09/819,264

**Number of Pages:** 15  
(including cover page)

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PATENT  
450100-03087RECEIVED  
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AUG 10 2006

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant : Satoru Ueda  
 Serial No. : 09/819,264  
 Filed : March 28, 2001  
 For : CONTENTS MARKET RESEARCH SYSTEM, CONTENTS MARKET RESEARCH APPARATUS, CONTENTS POLLING APPARATUS, CONTENTS MARKET RESEARCH METHOD AND RECORDING MEDIUM  
 Examiner : Krisciunas, Linda Mary  
 Art Unit : 3623

745 Fifth Avenue  
 New York, NY 10151  
 Tel: 212-588-0800

Commissioner for Patents  
 P.O. Box 1450  
 Alexandria, VA 22313-1450

Dear Sir:

Transmitted herewith is an amendment in the above-identified application.

☒ No additional fee is required.☐ The fee has been calculated as shown below.☐ This is an application of a small entity under 37 CFR 1.9(f), and the amounts shown in parentheses apply.

(1)	(2) Claims remaining after amendment	(3)	(4) Highest number previously paid for	(5) Present extra	(6) Rate	(7) Additional Fee
Total claims	11	Minus	** =20	* 0 x	\$50 (25)	= \$ 0
Independent claims	4	Minus	*** =4	* 0 x	\$200 (100)	= \$ 0
Total additional fee for this amendment						\$ 0

\* If the entry in Column 2 is less than the entry in Column 4, write "0" in Column 5.

\*\* If the highest number of total claims previously paid for is less than 20, write "20" in this space.

\*\*\* If the highest number of independent claims previously paid for is less than 3, write "3" in this space.

☐ This application contains a multiple dependent claim. The required fee of \$360(180) has been previously paid ☐, or is paid herewith ☐.☐ This response is being filed within the \_\_\_\_\_ month following the expiration of the term originally set therefor. This is a petition to request a \_\_\_\_\_ month extension of time. A check covering the cost of the petition is enclosed.☐ A check in the amount of \$\_\_\_\_\_ is attached, which covers the cost of ☐ additional claims \_\_\_\_\_ petition for extension of time.☐ Charge \$\_\_\_\_\_ to Deposit Account No. 50-0320.☒ Please charge any additional fees incurred by reason of this response or credit any overpayment to Deposit Account No. 50-0320.

## CERTIFICATE OF FACSIMILE

Respectfully submitted.

I hereby certify that this correspondence is being transmitted via facsimile to (571) 273-8300 on August 10, 2006.

FROMMER LAWRENCE & HAUG LLP  
Attorneys for Applicant

Barnet Shindelman

(Name of person signing transmittal)

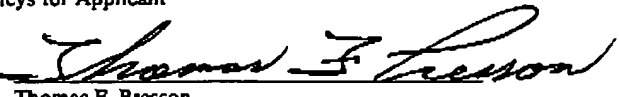


Signature

August 10, 2006

Date of Signature

By:

  
Thomas F. Presson  
Reg. No. 41,442  
Tel: 212-588-0800

U.S. Appl. No. 09/819,264  
Reply to Final Office Action dated May 17, 2006

PATENT  
450100-03087

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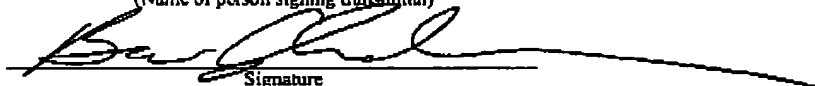
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CONTENTS POLLING APPARATUS, CONTENTS  
MARKET RESEARCH METHOD AND RECORDING  
MEDIUM  
Filed : March 28, 2001  
Examiner : Krisciunas, Linda Mary  
Art Unit : 3623  
Confirmation No. : 2071

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Barnet Shindlman  
(Name of person signing transmittal)

  
Signature

August 10, 2006  
Date of Signature

**AMENDMENT UNDER 37 C.F.R. § 1.116**

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

In response to the Final Office Action of May 17, 2006, having a three-month  
statutory period for response set to expire on August 17, 2006, please amend the above-identified  
application as follows.

U.S. Appl. No. 09/819,264  
Reply to Final Office Action dated May 17, 2006

PATENT  
450100-03087

**Amendments to the Claims** are reflected in the listing of claims, which begins  
on page 3 of this paper.

**Remarks/Arguments** begin on page 10 of this paper.